

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
April 21, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, Vice President	Oasis of Hollywood
	Jim McPartlin, Secretary	W Hotel Hollywood
	Greg Angelo	Metro
	Neelura Bell	CRA/LA
	Michael Gargano	Argent Ventures, LLC
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Don Mushin	Toyota of Hollywood
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, LP
Directors Absent	Chris Bonbright	Whitley Court Partners
	Nathan Korman	NBK, LLC
	Captain Beatrice Girmala	LAPD
	Galo Medina	Comprehensive Financial Services
	Frank Stephan, Treasurer	The Clarett Group
	John Tronson	Tronson Investment Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Jeff Rouze	HPOA
	Devin Strecker	HPOA
Guests	Hillary MacGregor	Community Member
	Laura Kassebaum	Travelers Aid

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:10 p.m.

## II. Public Comment

Laura Kassebaum with Travelers Aid was in attendance to bring awareness to the services they provide. Kassebaum added that their primary focus is family reunification. Gallagher asked where they receive funding from; Kassebaum stated they receive funding from various sources but are always looking for more. They are a non-profit C-3 social service agency. They are launching their new Hollywood Crisis Center with an open house on Tuesday, May 3 from 4-7 p.m. at 1507 Winona Blvd. The new name reflects their continuing work in Hollywood providing assistance and support to individuals and families in crisis due to mobility, homelessness or other disruptive circumstances.

MacGregor, who had previously attended a board meeting to announce that she was considering publishing a Hollywood newspaper, said she is planning on moving forward with the paper.

## III. Approval of Minutes

The board reviewed the minutes from the previous meeting. **It was moved by Tej Sundher, seconded by Don Mushin and CARRIED to approve the Minutes from March 17, 2011.**

## IV. Treasurer's Report

### A. Treasurer's Report for March 2011:

Stephan was not able to attend the meeting. The board reviewed the report. Morrison said there is currently \$1.2 M in the bank and that everything is on track for the year to date. **It was moved by Tej Sundher, seconded by Don Mushin and CARRIED to approve the Treasurer's Report for March 30, 2011.**

### B. 2010 Financial Review:

Fabio Vasco of GTL, LLP presented the 2010 Financial Review to the board, a draft copy of which was included in the meeting packet. Yamada asked at what point a delinquent assessment would be written off. Vasco stated that a lien would be assessed on the property if the owner did not pay the assessment, so there is no loss for bad debts. David Green asked if any public entities are delinquent and if so, how that could be. MacPherson answered that there are some public entities that are delinquent but that they eventually pay. Lyons stated that we might want to look at putting our funds into an account that would earn a higher interest rate. **It was moved by Jan Martin, seconded by Tej Sundher and CARRIED to approve the 2010 Financial Review as prepared by Fabio Vasco.**

### C. CPI Assessment Level Increase:

Morrison reminded the board that they are allowed to increase the annual assessment rate by 3% or the CPI, whichever is less. She recommended no increase this year due to the fact that we have a surplus of cash in the bank, and there is nothing to warrant an increase. Sundher said his only concern is that with the budget crises at the state and city levels that the BID's services might be relied upon more heavily. **It was moved by Tej Sundher, seconded by John Lyons and CARRIED to leave assessments at their current level with no increase for CPI.**

## V. Committee/Activity Reports

### A. Hollywood Facelift Working Group

Morrison reported that the Cave has closed and wondered if anyone had any further information on the property, which is one that could qualify as needing a "facelift." Mushin reported on the **Purple** team, stating that their first mission is the X Theatre, which he said could possibly house the Farmer's Market. The sign on the property is never turned on. He said the team had come up with an idea to contact Musicians Union about having students perform there. In their area, they would like to create view corridors of the Hollywood sign. Also, they would like to contact the courthouse to inquire

about fencing the property. Pep-Boy's parking lot is another location that could be improved, as is the Hamburger Factory across the street; the youth hostel could be painted. MacPherson is taking on the freeway off-ramp as her project. Tej Sundher reported on behalf of the **Yellow** Team. He said their team has divided its area; John Tronson has volunteered to take the property at the NE corner of Hollywood and Highland. He also reported that Famima has unfortunately closed, which was one of the better stores on that block. The team would like to get more details about the incentives being offered to property owners, and the CRA's façade improvement grant, before approaching the property owners. Thad Smith reported on behalf of the **Green** team. He said their team had lunch and split up their area amongst the members. They have 88 retail stores in their area. Monica Yamada reported on behalf of the **Orange** team, which has also split up their area and has begun to contact property owners and fill out their contacts database after meeting and walking their area. The **Blue** team has not yet met.

Neelura Bell reported that the CRA's \$1.75M façade improvement program is progressing through its city approvals. The grants will range from \$37,500 to \$200,000. Additionally, DWP is offering matching grants to install energy efficient exterior lighting. The first application period will coincide with the Hollywood Facelift open house; if there is money left over, they will open it up to more businesses beyond the Highland to Vine corridor.

Jeff Rouze reported on his work compiling the vendor list for the Facelift initiative. He said he had been in contact with numerous vendors for the different categories of services and will be interviewing them in order to create the preferred vendor list. He also is working on a color chart, and noted that the colors will be Historic Trust approved colors; he showed examples of historic color palettes. He hopes to have these finished within a month. Smith asked if he would be able to put together a book similar to the color palettes he showed; Rouze said he will work with Sherwin Williams on that. Morrison added that we will be getting pricing on the painting contractors next month as well.

Lastly, Morrison reported that a Retail Marketing Seminar has been scheduled for May 11. This initial program will be extended to the retail stores in the "mid BID" area, and if successful will be rolled out wider.

## B. Security Committee

1. Cahuenga Corridor: Morrison reported on a meeting held three weeks ago to address recent incidents involving the Cahuenga Corridor, including a shooting at Wonderland. Morrison suggested to the business owners at the meeting that it might be time for some of these clubs to rethink their business models as they plan for future renovations. The community will benefit from more restaurants rather than nightclubs. LAPD encouraged the club owners to ensure that they are bringing in responsible promoters. Those in attendance agreed to come back and meet again in two months to see if there had been an improvement in crime stats. A smaller group of businesses was pulled together to discuss the possibility of hiring one valet company for the block of Cahuenga south of Hollywood Blvd., and petitioning DOT to install a no left turn sign onto Hollywood Blvd. going north from Cahuenga.

2. W Metro Plaza (XYZ Plaza): Jim McPartlin, Greg Angelo and Morrison met last week and are making great progress on the plaza initiative. Cindy Lopez/Hole in the Wall Catering, a hot dog cart operator previously stationed at Hollywood & Highland, has been asked to provide service to the plaza for a pilot program. Morrison wanted to thank the leasing staff at H & H for providing a sample lease agreement to facilitate this arrangement.

3. Hollywood Safe Sidewalks Campaign: Morrison said that we are ready to proceed with the idea, and to create and distribute the signs, but are awaiting direction from LAPD as to the phone number to include for visitors to call and report incidents. Morrison also reported that KCET had recently aired a segment on the Hollywood Blvd. characters, which she found to be balanced and fair. The clip will be added to our website.

## C. Streetscape Committee

1. Pedestrian Alley: MacPherson reported the Bureau of Engineering and General Services have got construction schedules in place for the EaCa alley project. At present, they are just

looking for a location to store the construction materials. A press conference with City Council President has been scheduled for May 2 at 1:30 p.m. for the groundbreaking of the project.

2. Facelift Improvement Projects: Mariani stated that about 40 damaged trash receptacles had been repaired by CleanStreet and are currently in the parking lot at Kress (where they were repaired) ready to be returned to the streets. With regards to the curb painting, Mariani said that the City is currently repainting many curbs in the area so we are waiting to see if there will be any left that still need to be painted.

3. Star Tracker Refurbishment: MacPherson said that the CRA is working on getting an estimate to repair the broken tracker lights on the four corners of Hollywood and Vine. A consultant will be demonstrating possible replacement lights on the evening of April 26. She added that the comment period for the Community Plan has been extended until June 1 and encouraged board members to submit comments, as all comments will be responded to in writing by the Planning Department. The matter will go to the city planning commission in late summer or early fall for action.

#### D. Marketing Committee

1. Cirque du Soliel: Strecker reported that he has continued to discuss the possibility of a dining guide, discount program, and transportation methods for attendees of the Cirque shows with the organization.

2. Half Off Hollywood: Strecker reported that the Chamber's tourism committee is ready to roll out the Half Off Hollywood program in May, where seven Hollywood attractions will offer fifty per cent discounts to Southern California residents. Sundher organized a photo shoot for the marketing campaign, and the committee has secured billboards, radio spots and other forms of advertising worth \$240,000 (the BID had contributed \$5,000 towards this.) The intention is to grow the event each year.

3. Hollywood Visitors Guide: Already, the front cover and several inside ads have been spoken for, so Strecker said he will be mailing the pricing and participations forms out shortly. Sundher said he would once again be taking the back cover. Strecker has already met with the printing partner, Where Magazine, and received the contract for the 2012 guide.

4. Pow-Wow in Hollywood 2012: Morrison reported that Pow-Wow, a large tourism convention, will be held at Hollywood and Highland next year, bringing lots of travel agents to our city. Strecker stated that many members of the Visit Hollywood group, which he is a part of, will be attending this year's Pow-Wow and there will be a debriefing and planning session for next year soon.

#### VI. Old Business

- A. Parking rate increases at Hollywood & Highland: Morrison said that, as a result of the recent P-3 parking issue, she felt the business community is now more involved in parking conversations with the city. DOT is looking at better ways to control the Hollywood & Highland parking validation program, and the city is installing a new system which would eliminate the rubber stamps currently being used. Businesses outside of the H/H complex, wanting to use the parking lot and validation program, will need to now buy in to the program to get the equipment for validating. The prices will also be going up for weekend and event parking.

#### VII. New Business

- A. CD13 Parking and Traffic Advisory Group: Morrison discussed the progress being made by this advisory group. In late June, a meeting is scheduled with signage consultants to begin looking at options for a wayfinding program in Hollywood. She said she is very grateful to the council office for taking this matter seriously. Also, the group loved the idea of using pedicabs in Hollywood (primarily for Cirque attendees but can be used by anyone), and the group will also be meeting with the Taxi Commission.

VII. Executive Director's Report

Morrison announced that Hollywood 4WRD will be holding a Community Briefing on Thursday, May 12 at the LA Film School, 1:30 p.m. At the briefing, titled "Hollywood Homeless Registry: What a Difference a Year Makes," speakers will highlight the progress being made on housing the individuals discovered through the Registry last April, including personal stories of those who have been house.

*Time was set aside for the Facelift Teams to break-out and meet with each other, to schedule their actions for the next month.*

X. Next Meeting:

The next meeting was scheduled for May 19, 2011.

XII. Adjourn

The meeting was adjourned at approximately 5:45 p.m.